



For Immediate Release:

Synq Solutions Provides Schlotzsky's with Fast Casual Restaurant Solution to Boost Local Store Marketing, Streamline Marketing Execution and Reduce Costs

Local Store Marketing portal gives franchisee- and corporate-owned restaurants flexibility and ease of customizing campaign messaging and increasing speed to market

November 2, 2009, Atlanta, GA—Synq Solutions, the nation's premier provider of in-store marketing and promotional support programs for the QSR and Fast Casual industry, today announced that international franchise, Schlotzsky's, will leverage its local store marketing capabilities, as well as its full suite of QSR and fast casual marketing solutions, which include production, printing, fulfillment and shipping.

With Synq's Web-based local marketing portal, franchisee- and corporate-owned operations will have the option to customize marketing pieces to speak directly to their local customers. The system incorporates brand, creative and legal standards so that marketing initiatives can be quickly executed, allowing each location to react to opportunities and challenges in the marketplace.

"Synq's online template software, POP production and fulfillment services offer Schlotzsky's restaurants the ability to easily create, order and coordinate local and national promotion campaigns," said Schlotzsky's Sr. Director of Creative Services, David Sherby. "A single source for marketing and POP materials also helps us keep costs down and branding standards in line across our system."

Schlotzsky's will use Synq's **Intelligent Profiling** system to eliminate unnecessary printing and delivery costs. The system catalogues the "DNA" of each store, including its physical attributes, product mix and zoning restrictions, and calculates the exact promotional kit elements and quantities to be ordered every time. The profiling data can be as granular as a company needs.

"We're excited that our technological solutions can save Schlotzsky's time and money," said Mike Snyder, CEO of Synq Solutions. "And with our local marketing solution, locations will be able to react to local conditions and increase the relevancy of their messaging."

About Synq Solutions

Synq Solutions is the nation's premier provider of merchandising and promotional support programs serving the quick service restaurant and retail markets. Synq Solutions' technology platform and national print and fulfillment capabilities enable the rapid execution of marketing innovation by efficiently delivering precise, synchronized, and relevant campaigns to each location – returning maximum impact and value for each promotional dollar invested. Synq Solutions operates facilities in both Atlanta and Las Vegas to service the needs of its regional and national clients.

About Schlotzsky's

Since 1971, Schlotzsky's has been the home of The Original™ toasted sandwich. The menu has evolved with customers' tastes to include the highest quality sandwiches, pizzas, salads, and soups available today. With over 365 locations worldwide, Schlotzsky's is the fast-casual choice for a quick, healthful, and fresh dining experience. For additional information and locations near you, visit www.schlotzskys.com.

About FOCUS Brands Inc.

FOCUS Brands Inc. is the franchisor and operator of over 2,200 ice cream stores, bakeries, restaurants and cafes in the United States, the District of Columbia, Puerto Rico and 34 foreign countries under the brand names [Carvel®](#), [Cinnabon®](#), [Schlotzsky's®](#), [Moe's Southwest Grill®](#) and the franchisor of Seattle's Best Coffee® on certain military bases and in certain international markets. Based in Atlanta, the primary objective of FOCUS Brands is to "FOCUS on making people happy." Please visit <http://www.focusbrands.com/> to learn more.

#